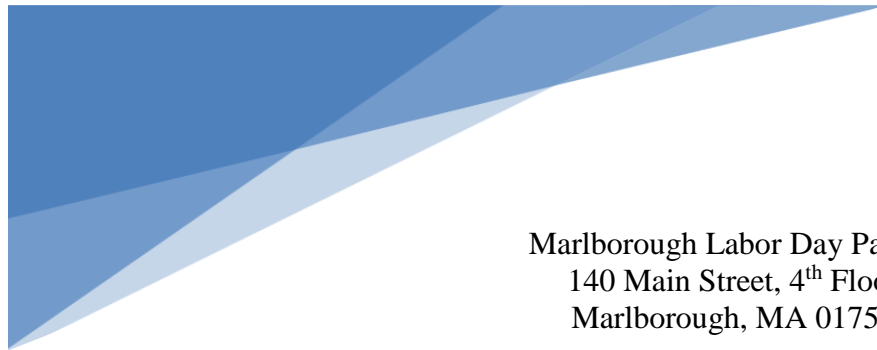




Marlborough Massachusetts

2015

64th Labor Day Parade “Marlborough – A Community Filled with Pride”



Marlborough Labor Day Parade
140 Main Street, 4th Floor
Marlborough, MA 01752

PARADE COMMITTEE

PARADE DIRECTOR

Melanie Whapham
(508) 485-8499
mwhapham@comcast.net

OFFICE OF THE MAYOR
CITY COUNCIL PRESIDENT
CITY COUNCIL MEMBER
PARKS & RECREATION
PAST PARADE DIRECTOR

Patricia Bernard, Executive Secretary
Patricia Pope
Donald Landers
Dave Grasso
Ed Thurber

ANNOUNCEMENT

2015 Marlborough Labor Day Parade “Marlborough – A Community Filled with Pride”

To: All Performing Units and Individuals:

My name is Melanie Whapham. I am the Parade Director of the 64th annual City of Marlborough, Massachusetts Labor Day Parade. This year the parade will start at 12:00 Noon on September 7, 2015. The committee has chosen the theme **“Marlborough – A Community Filled with Pride.”** Mayor Arthur Vigeant and the City Council are proud of the Community enhancements - our new Senior Center at Ward Park which provides a bright, new building for Senior activities and the renovations at Memorial Beach providing an attractive and safe outdoor setting for recreation. The City continues to renovate and add to the green spaces which will offer additional recreation and sports venues for our entire community to be proud of.

In 1952, Mayor, Romeo J. Gadbois instituted the first annual Labor Day Parade as a way to brighten the lives of the Marlborough area communities which were, along with the rest of the nation, rebounding from WWII and then setback by the onset of the Korean War. The first parade, managed by Louis Ghiloni, the city's first Recreation Director, consisted of about 12 marching units. In the 58 years that followed, the parade has grown to be a New England premier event, consisting of over 150 bands, floats, and other entertaining entries.

Over the years, the management and growth of the parade has been a volunteer effort, most of which attributed to the efforts of my husband, George Whapham, who was the Parade Director from 1981 through 2008. The directorship and all the positions of parade day staff remain a volunteer effort. Funds for the operation of the parade are partially a city line item, but the majority of the cost is covered by donations from private individuals and commercial and corporate organizations. Many of the commercial and corporate organizations choose to sponsor community organizations such as civic organizations, Boy Scouts, Girl Scouts, Home & School Associations or School and Athletic groups.

Preparations for the parade start in February and then move into full gear in April, increasing steadily until Labor Day. This year we are asking that your group make firm plans and discuss them with the Parade Director by submitting the Application and/or filling out the forms required for Military groups, Parade Sponsors, Politicians or Political Groups or Entertainment Entries by July 15th. Please read the Rules and Information prior to submitting your Application. The Rules and Regulations assure a safe and orderly Line of March. All applicants will be considered based upon assessment of quality, the nature of performance offered, consistency with parade theme and specific needs, and budgetary limitations. With a well-established reputation for excellence, this parade is one of New England's premier events, attracting large crowds and media attention. It is an annual event and units often return for repeat performances. **If your Entertainment group is chosen to participate, you will receive a Parade Contract with the negotiated fee noted on the form and your Parade Division Assignment.** Submission of Press Materials will be included in our Press Book submitted to our local cable channel (WMCT-TV) for use in their commentary during live coverage.

Political entries are assigned into the Line of March in order by submitted date of their completed Application AND Payment. (See fee schedule).

Marlborough Labor Day Parade applications can be found on the City's homepage, Recreation homepage. Application forms are also available at the Marlborough Recreation Department, at the Marlborough Public Library and at Mayor Arthur Vigeant's office.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION

PARADE ASSEMBLY TIMES

- **FLOATS - 10:00AM**
FOR JUDGING ON LINCOLN STREET FROM
PLEASANT EAST TO MECAHNIC STREET, HEADING WEST
- **ALL OTHER ENTRIES - 11:00 AM**
- **PARADE START - 12:00 NOON**

RULES:

1. It is important that all units carefully read and adhere to these instructions. Questions or concerns should be brought to the attention of the Parade Director for resolution.
2. Positions assigned to the various units have been carefully designed to provide an optimum experience for both spectators and participants. No participant in the parade may change their assigned march order or their content without express, written permission of the Parade Director.
3. Please extend your courteous cooperation to the Police and the Parade Volunteer Staff (who wear gold shirts)
4. Drills and street routines must be designed for continuous forward movement. DO NOT STOP TO PERFORM, except as may be directed by the Parade Director.
5. Throwing or tossing items such as candy, coins, balloons or similar goods from any parade ranks, floats or vehicles, **is not allowed. Such items may be distributed by walkers, using a hand to hand method.**
4. USE OF ALCOHOLIC BEVERAGES BY PARTICIPANTS, PRIOR TO OR DURING MARCH, IS STRICTLY FORBIDDEN.
5. Pamphlets and similar literature may **not** be distributed on or along the parade route.
6. Vehicles used in the parade must be in **good operating condition, properly inspected, registered, and insured, and must be operated by a properly licensed driver.** They should be appropriately decorated.
7. Motor vehicles must be operated responsibly and with respect for the safety of the public. At no time shall any vehicle move at a speed greater than the flow of the parade. No burnouts or performances other demonstrations that cause any delay in the forward movement of the parade are permitted.
8. **Police have been requested to remove any vehicle from the parade that they deem a hazard to the safety of the public.**
9. **Unauthorized solicitation of donations by any person or group is not allowed.**

PARADE ROUTE:

The distance is 1.7 miles with no up-hill terrain. The parade begins at Pleasant and Lincoln Streets and proceeds west onto Lincoln Street, south onto Broad Street, east onto West Main Street and continues onto Main Street, turns south on Maple Street and ends at the intersection of Route 85 (Bolton Street).

TERMINATION POINT:

After unloading at assigned assembly area, vehicles not in the parade should proceed to Mechanic Street and travel south, cross over Main Street (at the monument) to Granger Blvd. (US 20 bypass) to Route 85 south. Parking is available on Route 85 at Napa Auto Parts, Monnick Hardware, St. Mary's Credit Union and Citizens Bank or on nearby residential streets. On departure, use Route 85 south. To access Route 20 east, turn left onto Framingham Road. To access US Route 9 west continue south into Southboro where Route 85 intersects with Route 9. To access US Route 20 and 1-495 turn right at second light onto Mill Street. At end, go right onto Clover Hill Road then first left onto Gleason St.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION, cont.

PARADE ASSEMBLY TIMES

- **FLOATS - 10:00AM**
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- **PARADE START - 12:00 NOON**

PRE PARADE SHUTTLE BUS SERVICE:

A continuous Shuttle Bus service will operate from 10:00AM to 11:30AM between the American Legion Building located at 86 Maple Street and the parade assembly area. Parade participants with private cars or those being dropped off are encouraged to use this service. Private cars may park on the streets to the north, east and south of the American Legion. The Shuttle Bus service does not run after the parade.

DIRECTIONS INTO MARLBOROUGH:

Access from I-495 (Exit 24B, US 20 West.) Take a quick right onto Felton. Then turn right onto Elm Street which brings you directly into the parade assembly area.

Access from Route 85 (North of the City.) Proceed South on Bolton Street (Rt. 85) to Hudson Street. Turn right on Hudson, which branches left at the fork, and continue on to Mechanic Street (4 way stop.) Cross Mechanic Street (slight jog left, then right) and proceed onto Elm Street to Pleasant Street. Parade assembly area.

Access from Route 85 (South of the City.) Access from this direction is not recommended unless you plan to park at the end of the parade and take the Shuttle Bus to the Parade Assembly area.

Access from I-290. Take I-290 to I-495. Right onto I-495S to Exit 24B. Follow the directions from I-495, above.

FIRST AID AND LAVATORY FACILITIES:

First Aid and water is located at the Pleasant Street Fire Station and at the termination area. Portable Toilets are located in both assembly and termination areas, as well as in strategic locations along the parade route, for public use.

REVIEWING AREA - TELEVISION & RADIO:

There is an informal reviewing area only, in front of the American Legion Building (on Maple Street, near the end of the parade route). Officials may choose to review the parade from this vantage point. Television and radio broadcast stations are at the old Police/Fire Station at the intersection of Bolton Street and Main Street. Please **DO NOT STOP** unless directed to do so prior to the parade by the Parade Director.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION, cont.

PARADE ASSEMBLY TIMES

- **FLOATS - 10:00AM**
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FLOATS:

Floats are desirable and encouraged in the parade. They may take many forms as follows:

A self-powered float: Decorated car, truck or other motorized (road-safe) vehicle.

A towed platform/trailer: A trailer, towed behind a vehicle.

In both these categories, self-powered and towed, further classification is made into these categories:

Self built: Your organization gets your own platform and builds your own float.

Commercial built: Your organization hires the building of your own float.

Parade supplied: Your organization works with our float contractor to design your float.

In all cases, floats must be no taller than 12 feet from the ground. Please consider the tight tolerance corners when choosing your towing vehicle and the length of your flatbed. We encourage you to travel the parade route to assure that your vehicle(s) can safely navigate overhead utility lines, corners and other obstacles along the route. Should your vehicle(s) require towing from the parade route, the charge for the towing will be billed to your organization.

In your application, you must include the following information:

If announcements or music is being broadcast from the float.

If there are marching groups accompanying the float.

If there is another March unit that is associated with the float.

The name of the professional supplier of float materials and commercially built floats is available. Please contact the Parade Director, Melanie Whapham at mwhapham@comcast.net or 508-485-8499, for contact information for this company. We encourage non profit organizations to seek financial support for the commercially built floats. If you are having difficulty doing this, please discuss with the Parade Director.



MARLBOROUGH, MA LABOR DAY PARADE

2015 PARADE ENTRY APPLICATION INSTRUCTIONS

All persons/groups/organizations making application to participate in the Marlborough Labor Day Parade, please read and follow these instructions to the letter. Thank you.

1. This document contains all the information and forms you will need to apply to be in the Marlborough Labor Day Parade. Please read all of the Rules and Information pages.
2. Using the Application Form in this document, complete all the information requested. PLEASE PRINT.
3. If you or your organization are sponsoring a float or march unit, please complete the Sponsorship Options Form, page 9
4. If you are requesting that we supply a float and you have a sponsor, ask the sponsor to complete the Sponsorship Options Form, page 9.
5. If your organization is contracted to be in the parade, the contract and release form will be signed by the Parade Director and mailed to you along with further instructions for participation.
6. Mail the Application prior to the **deadline of July 15, 2015** to:

**City of Marlborough
Labor Day Parade
140 Main Street, 4th Floor
Marlborough, MA 01752**

7. Checks should be made payable to **"City of Marlborough"** NOTE: **LABOR DAY PARADE**



MARLBOROUGH, MA LABOR DAY PARADE

2015 PARADE ENTRY APPLICATION

ORGANIZATION AND CONTACT INFORMATION

ORGANIZATION NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
TYPE OF ORGANIZATION: _____
CONTACT PERSON: _____
POSITION IN THE ORGANIZATION: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
HOME TELEPHONE: _____ WORK TELEPHONE: _____
FAX: _____ EMAIL: _____

NUMBER OF PERFORMING MEMBERS: _____ NUMBER OF VEHICLES: _____

☐ Performing Organization requests to be paid \$ _____ to march in the parade.

☐ Performing Organization will donate \$ _____ to the parade fund.

Please Indicate Which of the Following Best Describes Your March Unit

CHECK ALL THAT APPLY:

- ☐ Marching Band ☐ Riding Band ☐ Vehicle Playing Music ☐ Need to Follow a Band
☐ Reenactment Unit W/Gunfire ☐ March Unit Following A Music Playing Vehicle
☐ Needs Quiet ☐ Lone Individual ☐ March Unit has Following Support Vehicle/s
☐ Motor Vehicle/s (Performance) ☐ Motor Vehicle/s (Vintage) ☐ Motor Vehicle/s (Other)[Describe]
☐ Presentation Group (Scouts, Sports, Etc.) ☐ Entertainment Group (Twirlers, Dancers, Etc.)
☐ Horses (Harnessed) ☐ Equestrian (Ridden or Walked) Special Notes: _____

Campaigning Political Candidates (Reference Candidate Instructions)

- ☐ Candidate Alone ☐ Candidate with Entourage ☐ Candidate's Unit has Vehicle/s
☐ Candidate Has Special Requirements: _____

FLOATS (Reference Float Instructions)

- ☐ Entry Built Float (Ground Up) ☐ Entry Built Float (Requiring Platform) ☐ Float has Walkers



MARLBOROUGH, MA LABOR DAY PARADE

- ☐ Require Ready Made Float (Organization must pay for or get sponsors for their float.)

☐ Organization Needs Sponsor; ☐ Organization Has Sponsor: Name: _____

RULES AND INFORMATION CAMPAIGNING POLITICAL CONTINGENTS

This procedure applies to all present or past elected officials, candidates to elective public office, political units, and others whose actions are considered to be political by the Parade Director.

Incumbents and past officials may receive a separate, official invitation to participate by marching in a designated section at the front of the Parade. Those marching in this unit may not display any action that could be considered to be campaigning, from this location.

All candidates, including incumbents, may enter the parade for the purpose of promoting their political intentions, after completing the required paperwork, and paying the appropriate fees, as follows:

1. Complete a Parade application form. Include a description of your entry and, most importantly, the number of participants and vehicles that will comprise your contingent. There is a limit of two vehicles per contingent. In preparing your parade entry, please be imaginative and creative.
2. Submit your application accompanied by your payment in accordance with the following:
 - a. A candidate marching alone, with no vehicles, \$50.
 - b. A candidate marching alone, with one vehicle, \$100.
 - c. All other candidate marching contingents, \$250.
 - d. Candidates requesting a float to ride on, or to march with must either provide their own float, or pay the full cost associated with the custom building of a float for their use.
 - e. A candidate may sponsor and walk with, the float of a participating nonprofit group, provided they pay the full cost of, and agree to sponsor it.
3. Placement will be determined at the discretion of the Parade Director when a political entry agrees to fully sponsor a marching band or other Parade unit. The Parade Director may alter placement in the line of March when issues of public security or safety are present.
4. The entry fee will not be waived, but may be decreased, at the discretion of the Parade Director, should the political candidate choose to enter the Parade without displays other than wearing one ordinary identifying lapel name tag.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION CAMPAIGNING POLITICAL CONTINGENTS

5. All forms and payments should be mailed to arrive prior to **the deadline of July 15, 2015:**

**City of Marlborough
Labor Day Parade
140 Main Street, 4th Floor
Marlborough, MA 01752**

The position in the Parade will be determined by the date and time the Application and Payment is received. Applications and payment in full is due prior to July 15th, the deadline for Applications.

Checks should be made payable to "City of Marlborough" and NOTE: LABOR DAY PARADE.

For the safety of our children and others, candy, coins, and similar items may not be thrown from floats or by anyone in the parade. If you wish to do this, the items **MUST BE PASSED HAND-TO-HAND**. Distributing literature, pamphlets, and similar material is prohibited.

Candidates must constantly move forward, and must abide by directives of the Parade Staff. Your participation and cooperation is sincerely appreciated.

Officials requiring special police escort are requested to notify the City of Marlborough and notify them of your requirements.

Officials that are marching in the "Invited Officials" unit of the parade, that are also campaigning may also have a paid unit in another section of the parade. (*Political Contingent Fees listed on page 7*) If you wish to also march with this unit, let the parade director know and the campaign unit will be placed far enough back to allow the candidate time to get back and march with them.



MARLBOROUGH, MA LABOR DAY PARADE

RULES AND INFORMATION SPONSORSHIP OPTIONS

Your check should be made payable to: **“City of Marlborough”** **NOTE: LABOR DAY PARADE**

The check and this form should be mailed to:

City of Marlborough
Labor Day Parade
140 Main St., 4th Floor
Marlborough, MA 01752

SUGGESTED SPONSORSHIP OPTIONS

_____ \$3,000 - \$10,000	Prime sponsor for a featured performing unit, or float.
_____ \$1,000 - \$3,000	Sponsor a large Marching Band or Parade Float (see note 2 below)
_____ \$500 - \$1,000	Sponsor a small marching unit, or co-sponsor a float or large band.
_____ \$400. - \$500	Co-sponsor a unique or specialty parade unit.
_____ _____	General Contribution

1. All sponsors and contributors (except anonymous) are acknowledged publicly. Performing unit sponsors are identified by attractive signage.
2. Parade Floats are built by a professional company, and, are made available to local schools and non-profit groups. Sponsors name will appear on the Float.
3. Please complete the form and return it to the Parade Director, Marlborough Labor Day Parade, 140 Main St., 4th Floor, Marlborough, MA 01752.



MARLBOROUGH, MA LABOR DAY PARADE

2015 SPONSORSHIP APPLICATION

Sponsor Name:

Contact Person: _____

Telephone: _____

Address:

Email: _____

Fax: _____

Donation: _____

Use space below for special requests:



MARLBOROUGH, MA LABOR DAY PARADE

To discuss sponsorship options call the Parade Director Melanie Whapham by telephone at 508-485-8499 or by email at mwhapham@comcast.net or by mail: Labor Day Parade, 140 Main St., 4th Floor, Marlborough, MA 01752.